



Media Fairness Initiative

A Look at Bias in the News



Americans Displeased with Media

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Over two-thirds of Americans believe traditional journalism is out of touch and about the same number are dissatisfied with the quality of journalism in their communities, according to a new We Media/Zogby survey.

Half of Democrats expressed discontent with conventional journalism, along with 75 percent of independents and 79 percent of Republicans.

The survey also found that nearly half of respondents are turning to the Internet to get their news, rather than newspapers or television.

“For the second year in a row we have documented a crisis in American journalism that is far more serious than the industry’s business challenges - or maybe a consequence of them,” said Andrew Nachison, co-founder of iFOCOS, a media think tank.



New York Times Gets Low Approval Rating

Just 24 percent of American voters have a favorable opinion of *The New York Times*, according to a new Rasmussen Reports survey. By contrast, 44 percent have an unfavorable opinion.

The survey found that fewer than half of Democrats, less than one in five independents, and less than one in 10 Republicans have a favorable opinion of the *Times*.

With regard to the *Times*’ recent controversial story regard Sen. John McCain, **two-thirds of voters who have followed the story believe it was an attempt by the paper to hurt McCain’s presidential campaign.** Just 22 percent believe the *Times* was simply reporting the news.

Networks Give Climate Change One-Sided Coverage



Network television news coverage of the global warming issue has been decidedly one-sided, according to a new Business & Media Institute (BMI) study.

BMI analyzed 205 network news stories about “global warming” or “climate change” between July 1, 2007 and Dec. 31, 2007. **The results showed that the networks consistently portrayed global warming as an environmental catastrophe caused by humans.**

Just 20 percent of stories mentioned any alternative opinions, and many of these opinions were attributed to so-called “cynics” or “skeptics.” Proponents outnumbered skeptics by a ratio of 13 to 1. Just 11 percent mentioned the cost of proposed measures to address global climate change.